VMB Venture Capital

| Category | Feature | Code | Description | Values |
|---|---|---|---|---|
| Industry | Industry of company | IND | Industry that the startup belongs, classified as sector, subindustry and economic activity. | 44 economic activities aggregated in 25 subindustries and 9 sectors according to GICS classification. |
| Experience of the cofounders team | Cofounders have previous experience on one of Big 5 Consulting firms? | BIG | At least one of the cofounders worked in the Big 5 Consulting Companies before. | Yes No |
| Experience of the cofounders team | Level of relevant experience of cofounders | AYE | Level of relevant experience of cofounders related to the startup's activity. | High, Medium or Low |
| Experience of the cofounders team | Number of recognitions to cofounders | REC | Aggregate number of recognitions to cofounders, this includes prices or awarded grants. | Low (0 to 150) Medium (150 to 300) High (300 to 450) Highest (more than 450) |
| Experience of the cofounders team | Startup received investments through an incubator competition? | INC | The startup participated into a incubation process. | Yes No |
| Experience of the cofounders team | Its previous startup had survived a recession period? | SUR | Survival through recession, based on existence of the company through recession times | Yes No Not Applicable |
| Market characteristics | Difficulty of obtaining work force | DWF | Level of difficultiness to find qualified work force for the startup's activity | High Medium Low |
| Market characteristics | Barriers of entry for the competitors | BAR | The startup's market has entry barriers. | Yes No |
| Business model | Focus on consumer data? | CDA | The startup manages consumer data. | Yes No |
| Business model | Cloud or platform based service or product? | CPB | The startup works trough the cloud or uses another platform. | Platform, Cloud, Both or None. |
| Business model | Is a Machine Learning based business? | MLB | The startup uses Machine Learning. | Yes No |
| Business model | Pricing Strategy | PST | The startup applies a pricing strategy. | Yes No |